CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1 1. A method for targeting information, comprising:

2 determining a plurality of information segments;

3 determining a social index of at least one person;

4 selecting one of said plurality of information segments based, at least in part, on

5 said social index; and

6 providing a notification of said one of said plurality of information segments.

1 2. The method of claim 1, further comprising:

2 providing said one of said plurality of information segments.

1 3. The method of claim 2, wherein said providing said one of said plurality of

2 information segments includes at least one of the following:

3 serving said information segment;

4 downloading said information segment;

5 inserting said information in print material;

6 emailing said information segment; and

7 including said information segment in an electronic communication.

1 4. The method of claim 1, wherein said determining a plurality of information

2 segments includes at least one of the following:

3 receiving one or more of said plurality of information segments from a third party

4 device;

5 retrieving one or more of said plurality of information segments from a database;

6 retrieving one or more of said plurality of information segments from a third

7 party;

8   requesting delivery of one or more of said plurality of information segments;

9   assigning a respective social index to each of said plurality of information

10   segments;

11   receiving a notification of an assignment of a respective social index to each of

12   said plurality of information segments;

13   receiving an electronic address from where at least one of said plurality of

14   information segments can be retrieved;

15   receiving an electronic address from where at least one of said plurality of

16   information segments can be requested; and

17   receiving an electronic address from where at least one of said plurality of

18   information segments is stored.

1   5.   The method of claim 1, wherein said determining a social index of at least one

2   person includes at least one of the following:

3   receiving a notification of said social index;

4   accessing a database where social index information is stored;

5   retrieving said social index; and

6   requesting delivery of social index information.

1   6.   The method of claim 1, wherein said selecting one of said plurality of information

2   segments based on said social index includes at least one of the following:

3   comparing said social index to a social index associated with at least one of said

4   plurality of information segments;

5   selecting one of said plurality of information segments that has a social index that

6   meets said social index.

1   7.   The method of claim 1, wherein said providing a notification of said one of said

2   plurality of information segments includes at least one of the following:

3   providing said one of said plurality of information segments to at least one person

4 having or exceeding said social index.

5   serving said one of said plurality of information segments;

6   downloading said one of said plurality of information segments;

7   retrieving said one of said plurality of information segments;

8   including said one of said plurality of information segments in said notification;

9   providing said one of said plurality of information segments to one or more user

10 devices;

11   providing an electronic communication indicative of said information segment;

12   providing data indicative of said one of said plurality of information segments;

13   providing an electronic address where said one of said plurality of information

14 segments can be found;

15   providing an electronic address from where said one of said plurality of

16 information segments can be requested; and

17   providing an electronic address from where said one of said plurality of in

18 information segments can be retrieved.

1 8.   The method of claim 1, wherein said information segment includes at least one of

2 the following:

3   a print advertisement;

4   an electronic advertisement;

5   educational materials;

6   entertainment;

7   a promotion;

8   an email message;

9   a coupon;

10   a membership application;

11   a Uniform Resource Locator;

12   an image;

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13	software code;
14	an electronic signal;
15	rich media;
16	audio material;
17	text material; and
18	an animation.

1   9.   The method of claim 1, further comprising:

2   providing said one of said plurality of information segments to at least one person

3   having or exceeding said social index.

1   10.   The method of claim 1, wherein said notification includes at least one of the

2   following:

3   data indicative of said social index;

4   said one of said plurality of information segments;

5   data indicative of said one of said plurality of information segments;

6   an electronic address where said information segment can be found;

7   an electronic address from where said information segment can be requested; and

8   an electronic address from where said information segment can be retrieved.

1   11.   The method of claim 1, further comprising:

2   providing said notification to at least one other person associated with said

3   person.

1   12.   The method of claim 11, further comprising:

2   determining said at least one other person associated with said person.

1   13.   The method of claim 12, wherein said determining said at least one other person

2   associated with said person includes at least one of the following:

3   determining at least one other person meeting said social index;

4   determining at least one person included in a buddy list of said person;

5   determining at least one person who has been in electronic communication with

6 said person;

7   determining at least one person who has participated in a chat session with said

8 person;

9   determine at least one person who has made a telephone call to said person;

10   determine at least one person who has received a telephone call from said person;

11   determining at least one person who has received an email message from said

12 person; and

13   determining at least one person who has sent an email message to said person.

1   14.   The method of claim 1, further comprising:

2   receiving a request to determine said social index of at least one person.

1   15.   The method of claim 1, further comprising:

2   adjusting said social index.

1   16.   The method of claim 1, wherein said social index of said at least one person is

2 based, at least in part, on at least one of the following:

3   a number of addresses associated with said at least one person;

4   a number of entries in a buddy list associated with said at least one person;

5   a number of buddy lists in which said at least one person is included;

6   a typing speed associated with said at least one person;

7   a number of emails sent by said at least one person;

8   a number of emails received by said at least one person;

9   a number of chat sessions participated in by said at least one person;

10   a number of chat messages posted by said at least one person during a chat

11 session;

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12   a number of chat messages viewed by said at least one person during a chat

13   session;

14   a number of people carbon copied to by said at least one person when sending an

15   email message;

16   a number of times said at least one person carbon copies at least one other person

17   when sending an email message;

18   a number of Web pages browsed by said at least one person;

19   a number of telephone calls made by said at least one person;

20   a number of telephone calls received by said at least one person;

21   a number of facsimiles sent by said at least one person;

22   a number of facsimiles received by said at least one person;

23   a number of printouts made by said at least one person;

24   a number of emails expected to be sent by said at least one person;

25   a number of emails expected to be received by said at least one person;

26   a number of chat sessions expected to be participated in by said at least one

27   person;

28   a number of Web pages expected to be browsed by said at least one person;

29   a number of telephone calls expected to be made by said at least one person;

30   a number of telephone calls expected to be received by said at least one person;

31   a number of facsimiles expected to be sent by said at least one person;

32   a number of facsimiles expected to be received by said at least one person; and

33   a number of printouts expected to be made by said at least one person.

1   17.   The method of claim 1, wherein said social index of said at least one person is

2   based, at least in part, on at least one of the following:

3   a number of email addresses associated with said at least one person;

4   a number of postal addresses associated with said at least one person;

5   a number of telephone numbers associated with said at least one person;

6   a social index of at least one other person;

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7   an occupation of said at least one person;

8   an affiliation with a group by said at least one person;

9   a residence of said at least one person;

10   a credit rating of said at least one person;

11   a purchasing history of said at least one person;

12   a geographic location of said at least one person;

13   an amount of media usage by said at least one person;

14   texture of a communication sent by said at least one person;

15   texture of a communication received by said at least one person;

16   texture of a posting made by said at least one person;

17   a number of postings made by said at least one person on a bulletin board; and

18   a number of postings made by said at least one person in a newsgroup.

1   18.   The method of claim 1, wherein said social index of said at least one person is

2   based, at least in part, on at least one of the following:

3   a rate of change of a size of buddy list associated with said at least one person.

4   a number of emails sent by said at least one person during a designated period of

5   time;

6   a number of emails received by said at least one person during a designated period

7   of time;

8   a number of chat sessions participated in by said at least one person during a

9   designated period of time;

10   a number of Web pages browsed by said at least one person during a designated

11   period of time;

12   a number of telephone calls made by said at least one person during a designated

13   period of time;

14   a number of telephone calls received by said at least one person during a

15   designated period of time;

16   a number of facsimiles sent by said at least one person during a designated period

17 of time;

18   a number of facsimiles received by said at least one person during a designated

19 period of time; and

20   a number of printouts made by said at least one person during a designated period

21 of time.

1   19.   A method for targeting information, comprising:

2   determining a social index associated with an information segment;

3   determining at least one person meeting said social index; and

4   providing a notification of said at least one person.

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1   20.   The method of claim 19, wherein said determining a social index associated with

2   an information segment includes at least one of the following:

3   receiving a notification of said social index associated with at least one

4   information segment;

5   accessing a database where social index information is stored;

6   computing a social index for at least one information segment;

7   retrieving said social index associated with at least one information segment; and

8   requesting delivery of social index information for at least information segment.

1   21.   The method of claim 19, wherein said determining at least one person meeting

2   said social index includes at least one of the following:

3   comparing said social index to each of a plurality of social indexes associated

4   with a respective plurality of people;

5   receiving a notification of said social index for at least one person;

6   computing a social index for at least one person

7   accessing a database where social index information of at least one person is

8   stored;

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9   retrieving said social index; and

10   requesting delivery of social index information for at least one person.

1   22.   The method of claim 20, wherein said providing a notification of said at least one

2   person includes at least one of the following:

3   emailing said notification to an email address associated with said at least one

4   person;

5   sending said notification to a user device associated with said at least one person;

6   sending said notification to a device associated with a provider of said

7   information segment;

8   sending said notification to a device associated with a distributor of said

9   information segment;

10   including an identifier of said at least one person in said notification;

11   including a name of said at least one person in said notification;

12   including an email address of said at least one person in said notification;

13   including said information segment in said notification;

14   including an electronic address where said information segment can be found in

15   said notification;

16   including an electronic address from where said information segment can be

17   requested in said notification; and

18   including an electronic address from where said information segment can be

19   retrieved in said notification.

1   23.   The method of claim 19, further comprising:

2   providing said information segment to said at least one person.

1   24.   The method of claim 19, further comprising:

2   providing said information segment to said at least one person.

1 25. The method of claim 19, further comprising:

2   assigning a social index to said information segment.

1 26. A system for targeting information, comprising:

2   a memory;

3   a communication port; and

4   a processor connected to said memory and said communication port, said

5 processor being operative to:

6   determine a plurality of information segments;

7   determine a social index of at least one person;

8   select one of said plurality of information segments based, at least in part,

9 on said social index; and

10   provide a notification of said one of said plurality of information

11 segments.

1 27. A system for targeting information, comprising:

2   a memory;

3   a communication port; and

4   a processor connected to said memory and said communication port, said

5 processor being operative to:

6   determine a social index associated with an information segment;

7   determine at least one person meeting said social index; and

8   provide a notification of said at least one person.

1 28. A computer program product in a computer readable medium for targeting

2 information, comprising:

3   first instructions for identifying multiple information segments;

4   second instructions for identifying a social index associated with at least one

5 person;

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6   third instructions for selecting one of said multiple information segments based, at

7   least in part, on said social index; and

8   fourth instructions for sending data indicative of said one of said multiple of

9   information segments.

1   29.   A computer program product in a computer readable medium for targeting

2   information, comprising:

3   first instructions for identifying a social index associated with an information

4   segment;

5   second instructions for identifying at least one person meeting said social index;

6   and

7   third instructions for sending data indicative of said at least one person.